



## Local Issue Ad Public File Checklist

Station WGHP

Date 10/17

1. Name of Sponsor American Crossroads

2. 10/16-10/22  
Flight dates and times

3. Seckit  
Name of spot/description of script/issue

4. Source  
Substantiation provided (describe)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Officers and Directors of sponsor in Station Public File X  
Yes No (explain below)

6. Sponsor ID: X  
Yes No (explain below)

NOTES:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Total Charges:**

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/12/12      *Steph Mung*      703-299-1760  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



WGHP-TV

## ORDER

Print Date 10/23/12

Page 1 of 4

Flight Dates 10/16/12-10/22/12

Contract / Revision 573117 /

Original Date / Revision  
10/23/12 10/23/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 9776306 - revision

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PAC POL

Product Codes PL2A

Priority 3

Advertiser Ref

Primary Account Executive  
Brad Philipps

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Brad Philipps     | 100%   |            |          |

Order Share 27% Market Value 75925

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| UNKWN             | %          | 0      |
| WFMY              | 30%        | 22777  |
| WGPX              | %          | 0      |
| WLXI              | %          | 0      |
| WTWB              | %          | 0      |
| WUNL              | %          | 0      |
| WUPN              | %          | 0      |
| WXII              | 36%        | 27333  |
| WXLV              | 7%         | 5314   |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 21         | \$17,425.00 | \$20,500.00  | 0.00   | 10/01/12   | 10/22/12 | 21      | \$17,425.00 | \$20,500.00  |
| Totals       | 21         | \$17,425.00 | \$20,500.00  | 0.00   |            |          |         |             |              |

| Ln             | Ch | Start             | End             | Inventory Code                 | Break  | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|----------------|----|-------------------|-----------------|--------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|------------------------|----------|
| 1              | 8  | 10/16/12          | 10/16/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | -T----- | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/15/12          | 10/21/12        | -T-----                        |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| 2              | 8  | 10/22/12          | 10/22/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | M-----  | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/22/12          | 10/28/12        | M-----                         |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| 3              | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News | CM-All | 6-7a           | --W---- | :30 | 1                 | \$900.00    | 3   | 0.00          | NM   | 1                      | \$900.00 |
| FOX8-NWS-6.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |

|                 |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      | Totals |            |
|-----------------|----|-------------------|-----------------|----------------------------------|--------|----------------|-------------------|-----|-------------|------------|---------------|------|------|--------|------------|
| Ln              | Ch | Start             | End             | Inventory Code                   | Break  | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg  | Type | Spots  | Amount     |
| 3               | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News   | CM-All | 6-7a           | --W----           | :30 | 1           | \$900.00   | 3             | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-6.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          |        |                | 1                 |     | \$900.00    |            | 0.00          |      |      |        |            |
| 4               | 8  | 10/19/12          | 10/19/12        | M-F 7-8a<br>Fox 8 Morning News   | CM-All | 7-8a           | ----F--           | :30 | 1           | \$900.00   | 3             | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-6.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                          |        |                | 1                 |     | \$900.00    |            | 0.00          |      |      |        |            |
| 5               | 8  | 10/16/12          | 10/16/12        | M-F 7-8a<br>Fox 8 Morning News   | CM-All | 7-8a           | -T-----           | :30 | 1           | \$900.00   | 3             | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                          |        |                | 1                 |     | \$900.00    |            | 0.00          |      |      |        |            |
| 6               | 8  | 10/18/12          | 10/18/12        | M-F 8-9a<br>Fox 8 Morning News   | CM-All | 8-9a           | ---T---           | :30 | 1           | \$800.00   | 3             | 0.00 | NM   | 1      | \$800.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                          |        |                | 1                 |     | \$800.00    |            | 0.00          |      |      |        |            |
| 7               | 8  | 10/22/12          | 10/22/12        | M-F 8-9a<br>Fox 8 Morning News   | CM-All | 8-9a           | M-----            | :30 | 1           | \$800.00   | 3             | 0.00 | NM   | 1      | \$800.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/22/12          | 10/28/12        | M-----                           |        |                | 1                 |     | \$800.00    |            | 0.00          |      |      |        |            |
| 8               | 8  | 10/17/12          | 10/17/12        | M-F 9a-10a<br>Fox 8 Morning News | CM-All | 9a-10a         | --W----           | :30 | 1           | \$550.00   | 3             | 0.00 | NM   | 1      | \$550.00   |
| FOX8-NWS-9.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          |        |                | 1                 |     | \$550.00    |            | 0.00          |      |      |        |            |
| 9               | 8  | 10/19/12          | 10/19/12        | M-F 9a-10a<br>Fox 8 Morning News | CM-All | 9a-10a         | ----F--           | :30 | 1           | \$550.00   | 3             | 0.00 | NM   | 1      | \$550.00   |
| FOX8-NWS-9.00A  |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                          |        |                | 1                 |     | \$550.00    |            | 0.00          |      |      |        |            |
| 10              | 8  | 10/17/12          | 10/17/12        | M-F 12-1230p<br>Noon News        | CM-All | 12-1230p       | --W----           | :30 | 1           | \$180.00   | 5             | 0.00 | NM   | 1      | \$180.00   |
| FOX8 NEWS-NOON< |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          |        |                | 1                 |     | \$180.00    |            | 0.00          |      |      |        |            |
| 11              | 8  | 10/18/12          | 10/18/12        | M-F 12-1230p<br>Noon News        | CM-All | 12-1230p       | ---T---           | :30 | 1           | \$180.00   | 5             | 0.00 | NM   | 1      | \$180.00   |
| FOX8 NEWS-NOON< |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                          |        |                | 1                 |     | \$180.00    |            | 0.00          |      |      |        |            |
| 12              | 8  | 10/16/12          | 10/16/12        | M-F 5-530p<br>Fox 8 News at 5pm  | CM-All | 5-530p         | -T-----           | :30 | 1           | \$1,600.00 | 3             | 0.00 | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                          |        |                | 1                 |     | \$1,600.00  |            | 0.00          |      |      |        |            |
| 13              | 8  | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm  | CM-All | 5-530p         | ---T---           | :30 | 1           | \$1,600.00 | 3             | 0.00 | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |                                  |        |                |                   |     |             |            |               |      |      |        |            |



WGHP-TV

Print Date: 10/23/12

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Contract / Revision **573117** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **693**

|                 |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 | Totals |            |
|-----------------|-----------|-------------------|-----------------|---|-----------------------|----------------------------------|-----------------|---------------|-------------------|-------------------------|-----|-----------------|--------|------------|
| Ln              | Ch        | Start             | End             | Inventory Code                          | Break                 | Start/End Time                   | Days            | Len           | Spots             | Rate                    | Pri | Rtg Type        | Spots  | Amount     |
| 13              | 8         | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm         | CM-All                | 5-530p                           | ---T---         | :30           | 1                 | \$1,600.00              | 3   | 0.00 NM         | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | ---T---                                 |                       |                                  |                 |               | 1                 | \$1,600.00              |     | 0.00            |        |            |
| 14              | 8         | 10/18/12          | 10/18/12        | M-F 530-6P<br>Fox 8 Early News 530-6P   | CM-All                | 530-6p                           | ---T---         | :30           | 1                 | \$1,600.00              | 3   | 0.00 NM         | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | ---T---                                 |                       |                                  |                 |               | 1                 | \$1,600.00              |     | 0.00            |        |            |
| 15              | 8         | 10/16/12          | 10/16/12        | M-F 6-630p<br>Fox 8 News at 6pm         | CM-All                | 6-630p                           | -T-----         | :30           | 1                 | \$2,300.00              | 3   | 0.00 NM         | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -T-----                                 |                       |                                  |                 |               | 1                 | \$2,300.00              |     | 0.00            |        |            |
| 16              | 8         | 10/22/12          | 10/22/12        | M-F 6-630p<br>Fox 8 News at 6pm         | CM-All                | 6-630p                           | M-----          | :30           | 1                 | \$2,300.00              | 3   | 0.00 NM         | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/22/12          | 10/28/12        | M-----                                  |                       |                                  |                 |               | 1                 | \$2,300.00              |     | 0.00            |        |            |
| 17              | 8         | 10/20/12          | 10/20/12        | ACC Football<br>ACC Football            | CM-All                | 1215p-345p<br>(12:15 PM-3:30 PM) | -----S-         | :30           | 1                 | \$1,100.00              | 3   | 0.00 NM         | 1      | \$1,100.00 |
| ACC FOOTBALL    |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -----S-                                 |                       |                                  |                 |               | 1                 | \$1,100.00              |     | 0.00            |        |            |
| 18              | 8         | 10/21/12          | 10/21/12        | FOX News Sunday<br>FOX News Sunday      | CM-All                | 9-10a                            | -----S          | :30           | 1                 | \$200.00                | 3   | 0.00 NM         | 1      | \$200.00   |
| FOX NWS SUNDAY  |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -----S                                  |                       |                                  |                 |               | 1                 | \$200.00                |     | 0.00            |        |            |
| 19              | 8         | 10/17/12          | 10/17/12        | LN (M-F)<br>Late News M-F               | CM-All                | 10-11p                           | --W----         | :30           | 1                 | \$2,500.00              | 3   | 0.00 NM         | 1      | \$2,500.00 |
| LATE NEWS       |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | --W----                                 |                       |                                  |                 |               | 1                 | \$2,500.00              |     | 0.00            |        |            |
| 20              | 8         | 10/19/12          | 10/19/12        | LN (M-F)<br>Late News M-F               | CM-All                | 10-11p                           | ----F--         | :30           | 1                 | \$2,500.00              | 3   | 0.00 NM         | 0      | \$0.00     |
| LATE NEWS       |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | ----F--                                 |                       |                                  |                 |               | 1                 | \$2,500.00              |     | 0.00            |        |            |
| <u>Spot</u>     | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                      | <u>Start/End Time</u> |                                  | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>             |     | <u>Rtg Type</u> |        |            |
| 1               | 8         | 10/15/12-10/21/12 |                 | LN (M-F)                                | 10-11p                |                                  | ----F--         | :30           |                   | <del>(\$2,500.00)</del> |     | 0.00 NM         |        |            |
| Credited        |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
| 21              | 8         | 10/21/12          | 10/21/12        | NFL Pregame (Reg Sea<br>FOX NFL Pregame | CM-All                | 12p-1p                           | -----S          | :30           | 1                 | \$700.00                | 3   | 0.00 NM         | 1      | \$700.00   |
| NFL PREGAME     |           |                   |                 |   |                       |                                  |                 |               |                   |                         |     |                 |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -----S                                  |                       |                                  |                 |               | 1                 | \$700.00                |     | 0.00            |        |            |
| 22              | 8         | 10/16/12          | 10/19/12        | M-F 12-1230p<br>Noon News               | CM-All                | 12-1230p                         | --WTF--         | :30           | 1                 | \$140.00                | 3   | 0.00 NM         | 1      | \$140.00   |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |                       |                                  |                 |               | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u>   |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | --WTF--                                 |                       |                                  |                 |               | 1                 | \$140.00                |     | 0.00            |        |            |
| 23              | 8         | 10/18/12          | 10/19/12        |   | CM-All                | 11p-12a                          | ---TF--         | :30           | 1                 | \$1,000.00              | 3   | 0.00 NM         | 0      | \$0.00     |

| Ln          | Ch        | Start             | End             | Inventory Code          | Break  | Start/End Time        | Days   | Len | Spots           | Rate          | Pri                     | Rtg           | Type        | Totals<br>Spots Amount |                |
|-------------|-----------|-------------------|-----------------|-------------------------|--------|-----------------------|--------|-----|-----------------|---------------|-------------------------|---------------|-------------|------------------------|----------------|
|             |           |                   |                 | Fox 8 News After Sports |        |                       |        |     |                 |               |                         |               |             |                        |                |
|             |           |                   |                 | Fox 8 News After Sports |        |                       |        |     |                 |               |                         |               |             |                        |                |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u>     |        |     | <u>Rate</u>     |               |                         | <u>Rating</u> |             |                        |                |
| Week:       |           | 10/15/12          | 10/21/12        | ---TF--                 |        | 1                     |        |     | \$1,000.00      |               |                         | 0.00          |             |                        |                |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>      |        | <u>Start/End Time</u> |        |     | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u>    | <u>Type</u> |                        |                |
| 1           | 8         | 10/15/12-10/21/12 |                 | Fox 8 News After Sports |        | 11p-12a               |        |     | ---ThF----      | :30           | <del>(\$1,000.00)</del> | 0.00          | NM          |                        |                |
|             |           | Credited          |                 |                         |        |                       |        |     |                 |               |                         |               |             |                        |                |
| E 24        | 8         | 10/22/12          | 10/22/12        | Fox 8 News After Sports | CM-All | 1030-1130p            | M----- | :30 | 1               | \$1,000.00    | 3                       | 0.00          | NM          | 0                      | \$0.00         |
|             |           |                   |                 | Fox 8 News After Sports |        |                       |        |     |                 |               |                         |               |             |                        |                |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u>     |        |     | <u>Rate</u>     |               |                         | <u>Rating</u> |             |                        |                |
| Week:       |           | 10/22/12          | 10/28/12        | M-----                  |        | 1                     |        |     | \$1,000.00      |               |                         | 0.00          |             |                        |                |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>      |        | <u>Start/End Time</u> |        |     | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u>    | <u>Type</u> |                        |                |
| 1           | 8         | 10/22/12-10/28/12 |                 | Fox 8 News After Sports |        | 1030-1130p            |        |     | M-----          | :30           | <del>(\$1,000.00)</del> | 0.00          | NM          |                        |                |
|             |           | Credited          |                 |                         |        |                       |        |     |                 |               |                         |               |             |                        |                |
|             |           |                   |                 |                         |        |                       |        |     |                 |               |                         |               |             | Totals                 | 21 \$20,500.00 |



WGHP-TV

# ORDER

Print Date 10/23/12 Page 1 of 4

Flight Dates 10/16/12-10/22/12

Contract / Revision 573117 /

Original Date / Revision  
10/23/12 10/23/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Primary Account Executive  
Brad Philipps

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Brad Philipps     | 100%   |            |          |

Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 9776306

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PAC POL

Product Codes PL2A

Priority 3

Advertiser Ref

- revision

Order Share 27% Market Value 79629

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| UNKWN             | %          | 0      |
| WFMY              | 30%        | 23888  |
| WGPX              | %          | 0      |
| WLXI              | %          | 0      |
| WTWB              | %          | 0      |
| WUNL              | %          | 0      |
| WUPN              | %          | 0      |
| WXII              | 36%        | 28666  |
| WXLV              | 7%         | 5574   |

## Order Totals

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012  | 22         | \$18,275.00        | \$21,500.00        | 0.00        |
| <b>Totals</b> | <b>22</b>  | <b>\$18,275.00</b> | <b>\$21,500.00</b> | <b>0.00</b> |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12   | 10/22/12 | 22      | \$18,275.00 | \$21,500.00  |

| Ln             | Ch | Start             | End             | Inventory Code                 | Break  | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |          |
|----------------|----|-------------------|-----------------|--------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
|                |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      | Spots  | Amount   |
| 1              | 8  | 10/16/12          | 10/16/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | -T----- | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week:          |    | 10/15/12          | 10/21/12        | -T-----                        |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |          |
| 2              | 8  | 10/22/12          | 10/22/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | M-----  | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week:          |    | 10/22/12          | 10/28/12        | M-----                         |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |          |
| 3              | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News | CM-All | 6-7a           | --W---- | :30 | 1                 | \$900.00    | 3   | 0.00          | NM   | 1      | \$900.00 |
| FOX8-NWS-6.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |







WGHP-TV

Print Date: 10/23/12

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Contract / Revision **573117** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **693**

|                 |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             | Totals |            |
|-----------------|-----------|-------------------|-----------------|--|-----------------------|----------------------------------|-----------------|---------------|-------------------------|-------------|-----|---------------|-------------|--------|------------|
| Ln              | Ch        | Start             | End             | Inventory Code                           | Break                 | Start/End Time                   | Days            | Len           | Spots                   | Rate        | Pri | Rtg           | Type        | Spots  | Amount     |
| 13              | 8         | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm          | CM-All                | 5-530p                           | ---T---         | :30           | 1                       | \$1,600.00  | 3   | 0.00          | NM          | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | ---T---                                  |                       |                                  |                 |               | 1                       | \$1,600.00  |     | 0.00          |             |        |            |
| 14              | 8         | 10/18/12          | 10/18/12        | M-F 530-6P<br>Fox 8 Early News 530-6P    | CM-All                | 530-6p                           | ---T---         | :30           | 1                       | \$1,600.00  | 3   | 0.00          | NM          | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | ---T---                                  |                       |                                  |                 |               | 1                       | \$1,600.00  |     | 0.00          |             |        |            |
| 15              | 8         | 10/16/12          | 10/16/12        | M-F 6-630p<br>Fox 8 News at 6pm          | CM-All                | 6-630p                           | -T-----         | :30           | 1                       | \$2,300.00  | 3   | 0.00          | NM          | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -T-----                                  |                       |                                  |                 |               | 1                       | \$2,300.00  |     | 0.00          |             |        |            |
| 16              | 8         | 10/22/12          | 10/22/12        | M-F 6-630p<br>Fox 8 News at 6pm          | CM-All                | 6-630p                           | M-----          | :30           | 1                       | \$2,300.00  | 3   | 0.00          | NM          | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/22/12          | 10/28/12        | M-----                                   |                       |                                  |                 |               | 1                       | \$2,300.00  |     | 0.00          |             |        |            |
| 17              | 8         | 10/20/12          | 10/20/12        | ACC Football<br>ACC Football             | CM-All                | 1215p-345p<br>(12:15 PM-3:30 PM) | -----S-         | :30           | 1                       | \$1,100.00  | 3   | 0.00          | NM          | 1      | \$1,100.00 |
| ACC FOOTBALL    |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -----S-                                  |                       |                                  |                 |               | 1                       | \$1,100.00  |     | 0.00          |             |        |            |
| 18              | 8         | 10/21/12          | 10/21/12        | FOX News Sunday<br>FOX News Sunday       | CM-All                | 9-10a                            | -----S          | :30           | 1                       | \$200.00    | 3   | 0.00          | NM          | 1      | \$200.00   |
| FOX NWS SUNDAY  |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -----S                                   |                       |                                  |                 |               | 1                       | \$200.00    |     | 0.00          |             |        |            |
| 19              | 8         | 10/17/12          | 10/17/12        | LN (M-F)<br>Late News M-F                | CM-All                | 10-11p                           | --W----         | :30           | 1                       | \$2,500.00  | 3   | 0.00          | NM          | 1      | \$2,500.00 |
| LATE NEWS       |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | --W----                                  |                       |                                  |                 |               | 1                       | \$2,500.00  |     | 0.00          |             |        |            |
| 20              | 8         | 10/19/12          | 10/19/12        | LN (M-F)<br>Late News M-F                | CM-All                | 10-11p                           | ----F--         | :30           | 1                       | \$2,500.00  | 3   | 0.00          | NM          | 0      | \$0.00     |
| LATE NEWS       |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | ----F--                                  |                       |                                  |                 |               | 1                       | \$2,500.00  |     | 0.00          |             |        |            |
| <u>Spot</u>     | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                       | <u>Start/End Time</u> |                                  | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             |             |     | <u>Rtg</u>    | <u>Type</u> |        |            |
| 1               | 8         | 10/15/12-10/21/12 |                 | LN (M-F)                                 | 10-11p                |                                  | ----F--         | :30           | <del>(\$2,500.00)</del> |             |     | 0.00          | NM          |        |            |
| Credited        |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
| 21              | 8         | 10/21/12          | 10/21/12        | NFL Pregame (Reg Sea)<br>FOX NFL Pregame | CM-All                | 12p-1p                           | -----S          | :30           | 1                       | \$700.00    | 3   | 0.00          | NM          | 1      | \$700.00   |
| NFL PREGAME     |           |                   |                 |  |                       |                                  |                 |               |                         |             |     |               |             |        |            |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | -----S                                   |                       |                                  |                 |               | 1                       | \$700.00    |     | 0.00          |             |        |            |
| 22              | 8         | 10/16/12          | 10/19/12        | M-F 12-1230p<br>Noon News                | CM-All                | 12-1230p                         | --WTF--         | :30           | 1                       | \$140.00    | 3   | 0.00          | NM          | 1      | \$140.00   |
|                 |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |                       |                                  |                 |               | <u>Spots/Week</u>       | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:           |           | 10/15/12          | 10/21/12        | --WTF--                                  |                       |                                  |                 |               | 1                       | \$140.00    |     | 0.00          |             |        |            |
| 23              | 8         | 10/18/12          | 10/19/12        |  | CM-All                | 11p-12a                          | ---TF--         | :30           | 1                       | \$1,000.00  | 3   | 0.00          | NM          | 0      | \$0.00     |

| Ln | Ch | Start             | End             | Inventory Code          | Break                   | Start/End Time        | Days   | Len             | Spots         | Rate                    | Pri | Rtg           | Type        | Totals<br>Spots Amount |             |
|----|----|-------------------|-----------------|-------------------------|-------------------------|-----------------------|--------|-----------------|---------------|-------------------------|-----|---------------|-------------|------------------------|-------------|
|    |    |                   |                 | Fox 8 News After Sports |                         |                       |        |                 |               |                         |     |               |             |                        |             |
|    |    |                   |                 | Fox 8 News After Sports |                         |                       |        |                 |               |                         |     |               |             |                        |             |
|    |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                         | <u>Spots/Week</u>     |        |                 |               | <u>Rate</u>             |     | <u>Rating</u> |             |                        |             |
|    |    | Week: 10/15/12    | 10/21/12        | ---TF--                 |                         | 1                     |        |                 |               | \$1,000.00              |     | 0.00          |             |                        |             |
|    |    | <u>Spot</u>       | <u>Ch</u>       | <u>Date Range</u>       | <u>Description</u>      | <u>Start/End Time</u> |        | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |                        |             |
|    |    | 1                 | 8               | 10/15/12-10/21/12       | Fox 8 News After Sports | 11p-12a               |        | ---ThF----      | :30           | <del>(\$1,000.00)</del> |     | 0.00          | NM          |                        |             |
|    |    | Credited          |                 |                         |                         |                       |        |                 |               |                         |     |               |             |                        |             |
| 24 | 8  | 10/22/12          | 10/22/12        | Fox 8 News After Sports | CM-All                  | 1030-1130p            | M----- | :30             | 1             | \$1,000.00              | 3   | 0.00          | NM          | 1                      | \$1,000.00  |
|    |    |                   |                 | Fox 8 News After Sports |                         |                       |        |                 |               |                         |     |               |             |                        |             |
|    |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                         | <u>Spots/Week</u>     |        |                 |               | <u>Rate</u>             |     | <u>Rating</u> |             |                        |             |
|    |    | Week: 10/22/12    | 10/28/12        | M-----                  |                         | 1                     |        |                 |               | \$1,000.00              |     | 0.00          |             |                        |             |
|    |    |                   |                 |                         |                         |                       |        |                 |               |                         |     |               | Totals      | 22                     | \$21,500.00 |



WGHP-TV

## ORDER

Print Date 10/19/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 573117 /

Original Date / Revision  
10/19/12 10/19/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 9776306

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PAC POL

Product Codes PL2A

Priority 3

Advertiser Ref

-revision

Primary Account Executive  
Brad Philipps

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Brad Philipps     | 100%   |            |          |

Order Share 27% Market Value 88888

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| UNKWN             | %          | 0      |
| WFMY              | 30%        | 26666  |
| WGPX              | %          | 0      |
| WLXI              | %          | 0      |
| WTWB              | %          | 0      |
| WUNL              | %          | 0      |
| WUPN              | %          | 0      |
| WXII              | 36%        | 32000  |
| WXLV              | 7%         | 6222   |

## Order Totals

| Month        | # of Spots | Net Amount  | Gross Amount | Rating |
|--------------|------------|-------------|--------------|--------|
| October 2012 | 23         | \$20,400.00 | \$24,000.00  | 0.00   |
| Totals       | 23         | \$20,400.00 | \$24,000.00  | 0.00   |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12   | 10/22/12 | 23      | \$20,400.00 | \$24,000.00  |

| Ln             | Ch | Start             | End             | Inventory Code                 | Break  | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|----------------|----|-------------------|-----------------|--------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|------------------------|----------|
| 1              | 8  | 10/16/12          | 10/16/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | -T----- | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/15/12          | 10/21/12        | -T-----                        |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| 2              | 8  | 10/22/12          | 10/22/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | M-----  | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/22/12          | 10/28/12        | M-----                         |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| 3              | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News | CM-All | 6-7a           | --W---- | :30 | 1                 | \$900.00    | 3   | 0.00          | NM   | 1                      | \$900.00 |
| FOX8-NWS-6.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |





WGHP-TV

Print Date: 10/19/12

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Contract / Revision 573117 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser American Crossroads

Product American Crossroads

Estimate # 693

| Ln              | Ch | Start             | End             | Inventory Code                                     | Break  | Start/End Time                   | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|-----------------|----|-------------------|-----------------|--|--------|----------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|                 |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      | Spots  | Amount     |
| 13              | 8  | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm                    | CM-All | 5-530p                           | ---T--- | :30 | 1                 | \$1,600.00  | 3   | 0.00          | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---  |        |                                  |         |     | 1                 | \$1,600.00  |     | 0.00          |      |        |            |
| 14              | 8  | 10/18/12          | 10/18/12        | M-F 530-6P<br>Fox 8 Early News 530-6P              | CM-All | 530-6p                           | ---T--- | :30 | 1                 | \$1,600.00  | 3   | 0.00          | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---  |        |                                  |         |     | 1                 | \$1,600.00  |     | 0.00          |      |        |            |
| 15              | 8  | 10/16/12          | 10/16/12        | M-F 6-630p<br>Fox 8 News at 6pm                    | CM-All | 6-630p                           | -T----- | :30 | 1                 | \$2,300.00  | 3   | 0.00          | NM   | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----  |        |                                  |         |     | 1                 | \$2,300.00  |     | 0.00          |      |        |            |
| 16              | 8  | 10/22/12          | 10/22/12        | M-F 6-630p<br>Fox 8 News at 6pm                    | CM-All | 6-630p                           | M-----  | :30 | 1                 | \$2,300.00  | 3   | 0.00          | NM   | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/22/12          | 10/28/12        | M-----   |        |                                  |         |     | 1                 | \$2,300.00  |     | 0.00          |      |        |            |
| 17              | 8  | 10/20/12          | 10/20/12        | ACC Football<br>ACC Football                       | CM-All | 1215p-345p<br>(12:15 PM-3:30 PM) | -----S- | :30 | 1                 | \$1,100.00  | 3   | 0.00          | NM   | 1      | \$1,100.00 |
| ACC FOOTBALL    |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -----S-  |        |                                  |         |     | 1                 | \$1,100.00  |     | 0.00          |      |        |            |
| 18              | 8  | 10/21/12          | 10/21/12        | FOX News Sunday<br>FOX News Sunday                 | CM-All | 9-10a                            | -----S  | :30 | 1                 | \$200.00    | 3   | 0.00          | NM   | 1      | \$200.00   |
| FOX NWS SUNDAY  |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -----S   |        |                                  |         |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| 19              | 8  | 10/17/12          | 10/17/12        | LN (M-F)<br>Late News M-F                          | CM-All | 10-11p                           | --W---- | :30 | 1                 | \$2,500.00  | 3   | 0.00          | NM   | 1      | \$2,500.00 |
| LATE NEWS       |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----  |        |                                  |         |     | 1                 | \$2,500.00  |     | 0.00          |      |        |            |
| 20              | 8  | 10/19/12          | 10/19/12        | LN (M-F)<br>Late News M-F                          | CM-All | 10-11p                           | ----F-- | :30 | 1                 | \$2,500.00  | 3   | 0.00          | NM   | 1      | \$2,500.00 |
| LATE NEWS       |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--  |        |                                  |         |     | 1                 | \$2,500.00  |     | 0.00          |      |        |            |
| 21              | 8  | 10/21/12          | 10/21/12        | NFL Pregame (Reg Sea)<br>FOX NFL Pregame           | CM-All | 12p-1p                           | -----S  | :30 | 1                 | \$700.00    | 3   | 0.00          | NM   | 1      | \$700.00   |
| NFL PREGAME     |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -----S   |        |                                  |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| 22              | 8  | 10/16/12          | 10/19/12        | M-F 12-1230p<br>Noon News                          | CM-All | 12-1230p                         | --WTF-- | :30 | 1                 | \$140.00    | 3   | 0.00          | NM   | 1      | \$140.00   |
|                 |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --WTF--  |        |                                  |         |     | 1                 | \$140.00    |     | 0.00          |      |        |            |
| E 23            | 8  | 10/18/12          | 10/19/12        | Fox 8 News After Sports<br>Fox 8 News After Sports | CM-All | 11p-12a                          | ---TF-- | :30 | 1                 | \$1,000.00  | 3   | 0.00          | NM   | 0      | \$0.00     |
|                 |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---TF--  |        |                                  |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |

| Ln          | Ch        | Start             | End             | Inventory Code          | Break  | Start/End Time        | Days            | Len           | Spots | Rate                    | Pri | Rtg           | Type        | Totals<br>Spots Amount |                |
|-------------|-----------|-------------------|-----------------|-------------------------|--------|-----------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|------------------------|----------------|
| E 23        | 8         | 10/18/12          | 10/19/12        | Fox 8 News After Sports | CM-All | 11p-12a               | ---TF--         | :30           | 1     | \$1,000.00              | 3   | 0.00          | NM          | 0                      | \$0.00         |
|             |           |                   |                 | Fox 8 News After Sports |        |                       |                 |               |       |                         |     |               |             |                        |                |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |                        |                |
| Week:       |           | 10/15/12          | 10/21/12        | ---TF--                 |        | 1                     |                 |               |       | \$1,000.00              |     | 0.00          |             |                        |                |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>      |        | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |                        |                |
| 1           | 8         | 10/15/12-10/21/12 |                 | Fox 8 News After Sports |        | 11p-12a               | ---ThF---       | :30           |       | <del>(\$1,000.00)</del> |     | 0.00          | NM          |                        |                |
|             |           | Credited          |                 |                         |        |                       |                 |               |       |                         |     |               |             |                        |                |
| N 24        | 8         | 10/22/12          | 10/22/12        | Fox 8 News After Sports | CM-All | 1030-1130p            | M-----          | :30           | 1     | \$1,000.00              | 3   | 0.00          | NM          | 1                      | \$1,000.00     |
|             |           |                   |                 | Fox 8 News After Sports |        |                       |                 |               |       |                         |     |               |             |                        |                |
|             |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |        | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |                        |                |
| Week:       |           | 10/22/12          | 10/28/12        | M-----                  |        | 1                     |                 |               |       | \$1,000.00              |     | 0.00          |             |                        |                |
|             |           |                   |                 |                         |        |                       |                 |               |       |                         |     |               |             | Totals                 | 23 \$24,000.00 |



WGHP-TV

## ORDER

Print Date 10/15/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 573117 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Primary Account Executive  
Brad Philipps

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Brad Philipps     | 100%   |            |          |

Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 9776306

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PAC POL

Product Codes PL2A

Priority 3

Advertiser Ref

-revison

Order Share 27% Market Value 88888

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| UNKWN             | %          | 0      |
| WFMY              | 30%        | 26666  |
| WGPX              | %          | 0      |
| WLXI              | %          | 0      |
| WTWB              | %          | 0      |
| WUNL              | %          | 0      |
| WUPN              | %          | 0      |
| WXII              | 36%        | 32000  |
| WXLV              | 7%         | 6222   |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 23         | \$20,400.00 | \$24,000.00  | 0.00   | 10/01/12   | 10/22/12 | 23      | \$20,400.00 | \$24,000.00  |
| Totals       | 23         | \$20,400.00 | \$24,000.00  | 0.00   |            |          |         |             |              |

| Ln             | Ch | Start             | End             | Inventory Code                 | Break  | Start/End Time | Days              | Len | Spots       | Rate     | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|----------------|----|-------------------|-----------------|--------------------------------|--------|----------------|-------------------|-----|-------------|----------|-----|---------------|------|------------------------|----------|
| E 1            | 8  | 10/16/12          | 10/16/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | -T-----           | :30 | 1           | \$350.00 | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |                   |     |             |          |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |          |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/15/12          | 10/21/12        | -T-----                        |        |                | 1                 |     | \$350.00    |          |     | 0.00          |      |                        |          |
| 2              | 8  | 10/22/12          | 10/22/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | M-----            | :30 | 1           | \$350.00 | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |                   |     |             |          |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |          |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/22/12          | 10/28/12        | M-----                         |        |                | 1                 |     | \$350.00    |          |     | 0.00          |      |                        |          |
| 3              | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News | CM-All | 6-7a           | --W----           | :30 | 1           | \$900.00 | 3   | 0.00          | NM   | 1                      | \$900.00 |
| FOX8-NWS-6.00A |    |                   |                 |                                |        |                |                   |     |             |          |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                | <u>Spots/Week</u> |     | <u>Rate</u> |          |     | <u>Rating</u> |      |                        |          |







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Contract / Revision 573117 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser American Crossroads

Product American Crossroads

Estimate # 693

| Ln              | Ch | Start             | End             | Inventory Code   | Break  | Start/End Time                   | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|-----------------|----|-------------------|-----------------|--|--------|----------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|                 |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      | Spots  | Amount     |
| 13              | 8  | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm                          | CM-All | 5-530p                           | ---T--- | :30 | 1                 | \$1,600.00  | 3   | 0.00          | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---  |        |                                  |         |     | 1                 | \$1,600.00  |     | 0.00          |      |        |            |
| 14              | 8  | 10/18/12          | 10/18/12        | M-F 530-6P<br>Fox 8 Early News 530-6P                    | CM-All | 530-6p                           | ---T--- | :30 | 1                 | \$1,600.00  | 3   | 0.00          | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---  |        |                                  |         |     | 1                 | \$1,600.00  |     | 0.00          |      |        |            |
| E 15            | 8  | 10/16/12          | 10/16/12        | M-F 6-630p<br>Fox 8 News at 6pm                          | CM-All | 6-630p                           | -T----- | :30 | 1                 | \$2,300.00  | 3   | 0.00          | NM   | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----  |        |                                  |         |     | 1                 | \$2,300.00  |     | 0.00          |      |        |            |
| 16              | 8  | 10/22/12          | 10/22/12        | M-F 6-630p<br>Fox 8 News at 6pm                          | CM-All | 6-630p                           | M-----  | :30 | 1                 | \$2,300.00  | 3   | 0.00          | NM   | 1      | \$2,300.00 |
| FOX8 NWS-6.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/22/12          | 10/28/12        | M-----   |        |                                  |         |     | 1                 | \$2,300.00  |     | 0.00          |      |        |            |
| 17              | 8  | 10/20/12          | 10/20/12        | ACC Football<br>ACC Football                             | CM-All | 1215p-345p<br>(12:15 PM-3:30 PM) | -----S- | :30 | 1                 | \$1,100.00  | 3   | 0.00          | NM   | 1      | \$1,100.00 |
| ACC FOOTBALL    |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -----S-  |        |                                  |         |     | 1                 | \$1,100.00  |     | 0.00          |      |        |            |
| 18              | 8  | 10/21/12          | 10/21/12        | FOX News Sunday<br>FOX News Sunday                       | CM-All | 9-10a                            | -----S  | :30 | 1                 | \$200.00    | 3   | 0.00          | NM   | 1      | \$200.00   |
| FOX NWS SUNDAY  |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -----S   |        |                                  |         |     | 1                 | \$200.00    |     | 0.00          |      |        |            |
| 19              | 8  | 10/17/12          | 10/17/12        | LN (M-F)<br>Late News M-F                                | CM-All | 10-11p                           | --W---- | :30 | 1                 | \$2,500.00  | 3   | 0.00          | NM   | 1      | \$2,500.00 |
| LATE NEWS       |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----  |        |                                  |         |     | 1                 | \$2,500.00  |     | 0.00          |      |        |            |
| 20              | 8  | 10/19/12          | 10/19/12        | LN (M-F)<br>Late News M-F                                | CM-All | 10-11p                           | ----F-- | :30 | 1                 | \$2,500.00  | 3   | 0.00          | NM   | 1      | \$2,500.00 |
| LATE NEWS       |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--  |        |                                  |         |     | 1                 | \$2,500.00  |     | 0.00          |      |        |            |
| 21              | 8  | 10/21/12          | 10/21/12        | NFL Pregame (Reg Sea6M-All<br>FOX NFL Pregame            | CM-All | 12p-1p                           | -----S  | :30 | 1                 | \$700.00    | 3   | 0.00          | NM   | 1      | \$700.00   |
| NFL PREGAME     |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -----S   |        |                                  |         |     | 1                 | \$700.00    |     | 0.00          |      |        |            |
| E 22            | 8  | 10/16/12          | 10/19/12        | M-F 12-1230p<br>Noon News                                | CM-All | 12-1230p                         | --WTF-- | :30 | 1                 | \$140.00    | 3   | 0.00          | NM   | 1      | \$140.00   |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --WTF--  |        |                                  |         |     | 1                 | \$140.00    |     | 0.00          |      |        |            |
| N 23            | 8  | 10/18/12          | 10/19/12        | Fox 8 News After SportsCM-All<br>Fox 8 News After Sports | CM-All | 11p-12a                          | ---TF-- | :30 | 1                 | \$1,000.00  | 3   | 0.00          | NM   | 1      | \$1,000.00 |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---TF--  |        |                                  |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |



WGHP-TV

Print Date: 10/15/12

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Contract / Revision    **573117**    Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision    10/15/12/    10/15/12

Order Sep    00:15:00

Advertiser    **American Crossroads**    Product **American Crossroads**

Estimate #    **693**

|    |    |       |     |                |       |                |      |     |       |      |     |     |      | <u>Totals</u> |                |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|---------------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots         | Amount         |
|    |    |       |     |                |       |                |      |     |       |      |     |     |      | Totals        | 23 \$24,000.00 |



WGHP-TV

## ORDER

Print Date 10/15/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 573117 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 9776306

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PAC POL

Product Codes PL2A

Priority 3

Advertiser Ref

-revision

Primary Account Executive  
Brad Philipps

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Brad Philipps     | 100%   |            |          |

Order Share 27% Market Value 85185

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| UNKWN             | %          | 0      |
| WFMY              | 30%        | 25555  |
| WGPX              | %          | 0      |
| WLXI              | %          | 0      |
| WTWB              | %          | 0      |
| WUNL              | %          | 0      |
| WUPN              | %          | 0      |
| WXII              | 36%        | 30666  |
| WXLV              | 7%         | 5962   |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 22         | \$19,550.00 | \$23,000.00  | 0.00   | 10/01/12   | 10/22/12 | 22      | \$19,550.00 | \$23,000.00  |
| Totals       | 22         | \$19,550.00 | \$23,000.00  | 0.00   |            |          |         |             |              |

| Ln             | Ch | Start             | End             | Inventory Code                 | Break  | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|----------------|----|-------------------|-----------------|--------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|------------------------|----------|
| 1              | 8  | 10/16/12          | 10/16/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | -T----- | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/15/12          | 10/21/12        | -T-----                        |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| 2              | 8  | 10/22/12          | 10/22/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | M-----  | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/22/12          | 10/28/12        | M-----                         |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| 3              | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News | CM-All | 6-7a           | --W---- | :30 | 1                 | \$900.00    | 3   | 0.00          | NM   | 1                      | \$900.00 |
| FOX8-NWS-6.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |

|                 |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      | Totals |            |
|-----------------|----|-------------------|-----------------|----------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|--------|------------|
| Ln              | Ch | Start             | End             | Inventory Code                   | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots  | Amount     |
| 3               | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News   | CM-All            | 6-7a           | --W----     | :30 | 1             | \$900.00   | 3   | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-6.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |        |            |
| 4               | 8  | 10/19/12          | 10/19/12        | M-F 7-8a<br>Fox 8 Morning News   | CM-All            | 7-8a           | ----F--     | :30 | 1             | \$900.00   | 3   | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-6.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                          | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |        |            |
| 5               | 8  | 10/16/12          | 10/16/12        | M-F 7-8a<br>Fox 8 Morning News   | CM-All            | 7-8a           | -T-----     | :30 | 1             | \$900.00   | 3   | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                          | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |        |            |
| 6               | 8  | 10/18/12          | 10/18/12        | M-F 8-9a<br>Fox 8 Morning News   | CM-All            | 8-9a           | ---T---     | :30 | 1             | \$800.00   | 3   | 0.00 | NM   | 1      | \$800.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                          | 1                 |                | \$800.00    |     | 0.00          |            |     |      |      |        |            |
| 7               | 8  | 10/22/12          | 10/22/12        | M-F 8-9a<br>Fox 8 Morning News   | CM-All            | 8-9a           | M-----      | :30 | 1             | \$800.00   | 3   | 0.00 | NM   | 1      | \$800.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/22/12          | 10/28/12        | M-----                           | 1                 |                | \$800.00    |     | 0.00          |            |     |      |      |        |            |
| 8               | 8  | 10/17/12          | 10/17/12        | M-F 9a-10a<br>Fox 8 Morning News | CM-All            | 9a-10a         | --W----     | :30 | 1             | \$550.00   | 3   | 0.00 | NM   | 1      | \$550.00   |
| FOX8-NWS-9:00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          | 1                 |                | \$550.00    |     | 0.00          |            |     |      |      |        |            |
| 9               | 8  | 10/19/12          | 10/19/12        | M-F 9a-10a<br>Fox 8 Morning News | CM-All            | 9a-10a         | ----F--     | :30 | 1             | \$550.00   | 3   | 0.00 | NM   | 1      | \$550.00   |
| FOX8-NWS-9:00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                          | 1                 |                | \$550.00    |     | 0.00          |            |     |      |      |        |            |
| 10              | 8  | 10/17/12          | 10/17/12        | M-F 12-1230p<br>Noon News        | CM-All            | 12-1230p       | --W----     | :30 | 1             | \$180.00   | 5   | 0.00 | NM   | 1      | \$180.00   |
| FOX8 NEWS-NOON< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          | 1                 |                | \$180.00    |     | 0.00          |            |     |      |      |        |            |
| 11              | 8  | 10/18/12          | 10/18/12        | M-F 12-1230p<br>Noon News        | CM-All            | 12-1230p       | ---T---     | :30 | 1             | \$180.00   | 5   | 0.00 | NM   | 1      | \$180.00   |
| FOX8 NEWS-NOON< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                          | 1                 |                | \$180.00    |     | 0.00          |            |     |      |      |        |            |
| 12              | 8  | 10/16/12          | 10/16/12        | M-F 5-530p<br>Fox 8 News at 5pm  | CM-All            | 5-530p         | -T-----     | :30 | 1             | \$1,600.00 | 3   | 0.00 | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                          | 1                 |                | \$1,600.00  |     | 0.00          |            |     |      |      |        |            |
| 13              | 8  | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm  | CM-All            | 5-530p         | ---T---     | :30 | 1             | \$1,600.00 | 3   | 0.00 | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |

|        |    |             |
|--------|----|-------------|
| Totals | 22 | \$23,000.00 |
|--------|----|-------------|



WGHP-TV

## ORDER

Print Date 09/05/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

Contract / Revision 573117 /

Original Date / Revision  
09/05/12 09/05/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 693

Alt Order # 9776306

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

New Order

Primary Account Executive  
Brad Philipps

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Brad Philipps     | 100%   |            |          |

Order Share 27% Market Value 84666

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| UNKWN             | %          | 0      |
| WFMY              | 30%        | 25400  |
| WGPX              | %          | 0      |
| WLXI              | %          | 0      |
| WTWB              | %          | 0      |
| WUNL              | %          | 0      |
| WUPN              | %          | 0      |
| WXII              | 36%        | 30480  |
| WXLV              | 7%         | 5926   |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 21         | \$19,431.00 | \$22,860.00  | 0.00   | 10/01/12   | 10/22/12 | 21      | \$19,431.00 | \$22,860.00  |
| Totals       | 21         | \$19,431.00 | \$22,860.00  | 0.00   |            |          |         |             |              |

| Ln             | Ch | Start             | End             | Inventory Code                 | Break  | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|----------------|----|-------------------|-----------------|--------------------------------|--------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|------------------------|----------|
| E 1            | 8  | 10/16/12          | 10/16/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | -T----- | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/15/12          | 10/21/12        | -T-----                        |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| E 2            | 8  | 10/22/12          | 10/22/12        | M-F 5-6a<br>FOX 8 Morning News | CM-All | 5-6a           | M-----  | :30 | 1                 | \$350.00    | 3   | 0.00          | NM   | 1                      | \$350.00 |
| FOX8-NWS-5.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
| Week:          |    | 10/22/12          | 10/28/12        | M-----                         |        |                |         |     | 1                 | \$350.00    |     | 0.00          |      |                        |          |
| E 3            | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News | CM-All | 6-7a           | --W---- | :30 | 1                 | \$900.00    | 3   | 0.00          | NM   | 1                      | \$900.00 |
| FOX8-NWS-6.00A |    |                   |                 |                                |        |                |         |     |                   |             |     |               |      |                        |          |
|                |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |        |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |

|                 |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      | Totals |            |
|-----------------|----|-------------------|-----------------|----------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|--------|------------|
| Ln              | Ch | Start             | End             | Inventory Code                   | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots  | Amount     |
| E 3             | 8  | 10/17/12          | 10/17/12        | M-F 6-7a<br>Fox 8 Morning News   | CM-All            | 6-7a           | --W----     | :30 | 1             | \$900.00   | 3   | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-6.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |        |            |
| E 4             | 8  | 10/19/12          | 10/19/12        | M-F 7-8a<br>Fox 8 Morning News   | CM-All            | 7-8a           | ----F--     | :30 | 1             | \$900.00   | 3   | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-6.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                          | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |        |            |
| E 5             | 8  | 10/16/12          | 10/16/12        | M-F 7-8a<br>Fox 8 Morning News   | CM-All            | 7-8a           | -T-----     | :30 | 1             | \$900.00   | 3   | 0.00 | NM   | 1      | \$900.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                          | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |        |            |
| E 6             | 8  | 10/18/12          | 10/18/12        | M-F 8-9a<br>Fox 8 Morning News   | CM-All            | 8-9a           | ---T---     | :30 | 1             | \$800.00   | 3   | 0.00 | NM   | 1      | \$800.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                          | 1                 |                | \$800.00    |     | 0.00          |            |     |      |      |        |            |
| E 7             | 8  | 10/22/12          | 10/22/12        | M-F 8-9a<br>Fox 8 Morning News   | CM-All            | 8-9a           | M-----      | :30 | 1             | \$800.00   | 3   | 0.00 | NM   | 1      | \$800.00   |
| FOX8-NWS-8.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/22/12          | 10/28/12        | M-----                           | 1                 |                | \$800.00    |     | 0.00          |            |     |      |      |        |            |
| E 8             | 8  | 10/17/12          | 10/17/12        | M-F 9a-10a<br>Fox 8 Morning News | CM-All            | 9a-10a         | --W----     | :30 | 1             | \$550.00   | 3   | 0.00 | NM   | 1      | \$550.00   |
| FOX8-NWS-9.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          | 1                 |                | \$550.00    |     | 0.00          |            |     |      |      |        |            |
| E 9             | 8  | 10/19/12          | 10/19/12        | M-F 9a-10a<br>Fox 8 Morning News | CM-All            | 9a-10a         | ----F--     | :30 | 1             | \$550.00   | 3   | 0.00 | NM   | 1      | \$550.00   |
| FOX8-NWS-9.00A  |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                          | 1                 |                | \$550.00    |     | 0.00          |            |     |      |      |        |            |
| E 10            | 8  | 10/17/12          | 10/17/12        | M-F 12-1230p<br>Noon News        | CM-All            | 12-1230p       | --W----     | :30 | 1             | \$180.00   | 5   | 0.00 | NM   | 1      | \$180.00   |
| FOX8 NEWS-NOON< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                          | 1                 |                | \$180.00    |     | 0.00          |            |     |      |      |        |            |
| E 11            | 8  | 10/18/12          | 10/18/12        | M-F 12-1230p<br>Noon News        | CM-All            | 12-1230p       | ---T---     | :30 | 1             | \$180.00   | 5   | 0.00 | NM   | 1      | \$180.00   |
| FOX8 NEWS-NOON< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                          | 1                 |                | \$180.00    |     | 0.00          |            |     |      |      |        |            |
| E 12            | 8  | 10/16/12          | 10/16/12        | M-F 5-530p<br>Fox 8 News at 5pm  | CM-All            | 5-530p         | -T-----     | :30 | 1             | \$1,600.00 | 3   | 0.00 | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                  | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                          | 1                 |                | \$1,600.00  |     | 0.00          |            |     |      |      |        |            |
| E 13            | 8  | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm  | CM-All            | 5-530p         | ---T---     | :30 | 1             | \$1,600.00 | 3   | 0.00 | NM   | 1      | \$1,600.00 |
| FOX8 NWS-5.00P< |    |                   |                 |                                  |                   |                |             |     |               |            |     |      |      |        |            |





WGHP-TV

Print Date: 09/05/12

Page 3 of 3

Contract / Revision **573117** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser **American Crossroads**

Product **American Crossroads**

Estimate # **693**

|                 |    |                   |                 |  |        |                                  |         |     |                   |             |     |               | Totals |                |
|-----------------|----|-------------------|-----------------|--|--------|----------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------------|
| Ln              | Ch | Start             | End             | Inventory Code                           | Break  | Start/End Time                   | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount         |
| E 13            | 8  | 10/18/12          | 10/18/12        | M-F 5-530p<br>Fox 8 News at 5pm          | CM-All | 5-530p                           | ---T--- | :30 | 1                 | \$1,600.00  | 3   | 0.00 NM       | 1      | \$1,600.00     |
| FOX8 NWS-5.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                                  |        |                                  |         |     | 1                 | \$1,600.00  |     | 0.00          |        |                |
| E 14            | 8  | 10/18/12          | 10/18/12        | M-F 530-6P<br>Fox 8 Early News 530-6P    | CM-All | 530-6p                           | ---T--- | :30 | 1                 | \$1,600.00  | 3   | 0.00 NM       | 1      | \$1,600.00     |
| FOX8 NWS-5.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | ---T---                                  |        |                                  |         |     | 1                 | \$1,600.00  |     | 0.00          |        |                |
| E 15            | 8  | 10/16/12          | 10/16/12        | M-F 6-630p<br>Fox 8 News at 6pm          | CM-All | 6-630p                           | -T----- | :30 | 1                 | \$2,300.00  | 3   | 0.00 NM       | 1      | \$2,300.00     |
| FOX8 NWS-6.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | -T-----                                  |        |                                  |         |     | 1                 | \$2,300.00  |     | 0.00          |        |                |
| E 16            | 8  | 10/22/12          | 10/22/12        | M-F 6-630p<br>Fox 8 News at 6pm          | CM-All | 6-630p                           | M-----  | :30 | 1                 | \$2,300.00  | 3   | 0.00 NM       | 1      | \$2,300.00     |
| FOX8 NWS-6.00P< |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/22/12          | 10/28/12        | M-----                                   |        |                                  |         |     | 1                 | \$2,300.00  |     | 0.00          |        |                |
| E 17            | 8  | 10/20/12          | 10/20/12        | ACC Football<br>ACC Football             | CM-All | 1215p-345p<br>(12:15 PM-3:30 PM) | -----S- | :30 | 1                 | \$1,100.00  | 3   | 0.00 NM       | 1      | \$1,100.00     |
| ACC FOOTBALL    |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | -----S-                                  |        |                                  |         |     | 1                 | \$1,100.00  |     | 0.00          |        |                |
| E 18            | 8  | 10/21/12          | 10/21/12        | FOX News Sunday<br>FOX News Sunday       | CM-All | 9-10a                            | -----S  | :30 | 1                 | \$200.00    | 3   | 0.00 NM       | 1      | \$200.00       |
| FOX NWS SUNDAY  |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | -----S                                   |        |                                  |         |     | 1                 | \$200.00    |     | 0.00          |        |                |
| E 19            | 8  | 10/17/12          | 10/17/12        | LN (M-F)<br>Late News M-F                | CM-All | 10-11p                           | --W---- | :30 | 1                 | \$2,500.00  | 3   | 0.00 NM       | 1      | \$2,500.00     |
| LATE NEWS       |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | --W----                                  |        |                                  |         |     | 1                 | \$2,500.00  |     | 0.00          |        |                |
| E 20            | 8  | 10/19/12          | 10/19/12        | LN (M-F)<br>Late News M-F                | CM-All | 10-11p                           | ----F-- | :30 | 1                 | \$2,500.00  | 3   | 0.00 NM       | 1      | \$2,500.00     |
| LATE NEWS       |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | ----F--                                  |        |                                  |         |     | 1                 | \$2,500.00  |     | 0.00          |        |                |
| E 21            | 8  | 10/21/12          | 10/21/12        | NFL Pregame (Reg Sea)<br>FOX NFL Pregame | CM-All | 12p-1p                           | -----S  | :30 | 1                 | \$700.00    | 3   | 0.00 NM       | 1      | \$700.00       |
| NFL PREGAME     |    |                   |                 |  |        |                                  |         |     |                   |             |     |               |        |                |
|                 |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |        |                                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |                |
| Week:           |    | 10/15/12          | 10/21/12        | -----S                                   |        |                                  |         |     | 1                 | \$700.00    |     | 0.00          |        |                |
|                 |    |                   |                 |  |        |                                  |         |     |                   |             |     |               | Totals | 21 \$22,860.00 |

## INVOICE



**WGHP**  
 2005 Francis St.  
 High Point, NC 27263  
 Main: (336)841-8888  
 Billing: (336)821-1209

www.myfox8.com

Billing Address:

**Crossroads Media, LLC.**  
**Attention: Accounts Payable**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 573117-1  | 10/22/12     | October 2012  | 10/01/12 - 10/22/12 |

| Station | Account Executive | Sales Office  | Sales Region |
|---------|-------------------|---------------|--------------|
| WGHP    | Brad Philipps     | Washington DC | National     |

| Advertiser          | Product             | Estimate Number |
|---------------------|---------------------|-----------------|
| American Crossroads | American Crossroads | 693             |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/16/12 - 10/22/12 | 573117  | 9776306     |

| Billing Calendar | Billing Type |
|------------------|--------------|
| Broadcast        | Cash         |

| Special Handling |
|------------------|
| Do Not Mail      |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
| 8433  | 11              | 27           |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line   | Start Date | End Date | Description        | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate     | Type |
|--|------------|----------|--------------------|----------------|---------|--------|----------------|----------|------|
| 1  | 10/16/12   | 10/16/12 | FOX 8 Morning News | 5-6a           | -T----- | :30    | 1              | \$350.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 -T----- 1 \$350.00                                      |            |          |                    |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 8 Tu 10/16/12 5:24 AM FOX 8 Morning News 5-6a :30 USPRTV21ACH \$350.00 NM |            |          |                    |                |         |        |                |          |      |
| 2  | 10/22/12   | 10/22/12 | FOX 8 Morning News | 5-6a           | M-----  | :30    | 1              | \$350.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 M----- 1 \$350.00                                       |            |          |                    |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 8 M 10/22/12 5:39 AM FOX 8 Morning News 5-6a :30 USPRTV21ACH \$350.00 NM  |            |          |                    |                |         |        |                |          |      |
| 3  | 10/17/12   | 10/17/12 | Fox 8 Morning News | 6-7a           | --W---- | :30    | 1              | \$900.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 --W---- 1 \$900.00                                      |            |          |                    |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 8 W 10/17/12 6:52 AM Fox 8 Morning News 6-7a :30 USPRTV21ACH \$900.00 NM  |            |          |                    |                |         |        |                |          |      |
| 4  | 10/19/12   | 10/19/12 | Fox 8 Morning News | 7-8a           | ----F-- | :30    | 1              | \$900.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 ----F-- 1 \$900.00                                      |            |          |                    |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 8 F 10/19/12 7:13 AM Fox 8 Morning News 7-8a :30 USPRTV21ACH \$900.00 NM  |            |          |                    |                |         |        |                |          |      |
| 5  | 10/16/12   | 10/16/12 | Fox 8 Morning News | 7-8a           | -T----- | :30    | 1              | \$900.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 -T----- 1 \$900.00                                      |            |          |                    |                |         |        |                |          |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 8 Tu 10/16/12 7:28 AM Fox 8 Morning News 7-8a :30 USPRTV21ACH \$900.00 NM |            |          |                    |                |         |        |                |          |      |

## INVOICE



Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

www.myfox8.com

| Invoice #           | Invoice Date        | Invoice Month   | Invoice Period      |
|---------------------|---------------------|-----------------|---------------------|
| 573117-1            | 10/22/12            | October 2012    | 10/01/12 - 10/22/12 |
| Advertiser          | Product             | Estimate Number |                     |
| American Crossroads | American Crossroads | 693             |                     |

| Line   | Start Date | End Date | Description        | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate       | Type |
|--|------------|----------|--------------------|----------------|---------|--------|----------------|------------|------|
| 6  | 10/18/12   | 10/18/12 | Fox 8 Morning News | 8-9a           | ---T--- | :30    | 1              | \$800.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 ---T--- 1 \$800.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 Th 10/18/12 8:39 AM Fox 8 Morning News 8-9a :30 USPRTV21ACH \$800.00 NM    |            |          |                    |                |         |        |                |            |      |
| 7  | 10/22/12   | 10/22/12 | Fox 8 Morning News | 8-9a           | M-----  | :30    | 1              | \$800.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 M----- 1 \$800.00   |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 M 10/22/12 8:40 AM Fox 8 Morning News 8-9a :30 USPRTV21ACH \$800.00 NM     |            |          |                    |                |         |        |                |            |      |
| 8  | 10/17/12   | 10/17/12 | Fox 8 Morning News | 9a-10a         | --W---- | :30    | 1              | \$550.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 --W---- 1 \$550.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 W 10/17/12 9:40 AM Fox 8 Morning News 9a-10a :30 USPRTV21ACH \$550.00 NM   |            |          |                    |                |         |        |                |            |      |
| 9  | 10/19/12   | 10/19/12 | Fox 8 Morning News | 9a-10a         | ----F-- | :30    | 1              | \$550.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 ----F-- 1 \$550.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 F 10/19/12 9:53 AM Fox 8 Morning News 9a-10a :30 USPRTV21ACH \$550.00 NM   |            |          |                    |                |         |        |                |            |      |
| 10   | 10/17/12   | 10/17/12 | Noon News          | 12-1230p       | --W---- | :30    | 1              | \$180.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 --W---- 1 \$180.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 W 10/17/12 12:12 PM Noon News 12-1230p :30 USPRTV21ACH \$180.00 NM         |            |          |                    |                |         |        |                |            |      |
| 11   | 10/18/12   | 10/18/12 | Noon News          | 12-1230p       | ---T--- | :30    | 1              | \$180.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 ---T--- 1 \$180.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 Th 10/18/12 12:10 PM Noon News 12-1230p :30 USPRTV21ACH \$180.00 NM        |            |          |                    |                |         |        |                |            |      |
| 12   | 10/16/12   | 10/16/12 | Fox 8 News at 5pm  | 5-530p         | -T----- | :30    | 1              | \$1,600.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 -T----- 1 \$1,600.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 Tu 10/16/12 5:23 PM Fox 8 News at 5pm 5-530p :30 USPRTV21ACH \$1,600.00 NM |            |          |                    |                |         |        |                |            |      |
| 13   | 10/18/12   | 10/18/12 | Fox 8 News at 5pm  | 5-530p         | ---T--- | :30    | 1              | \$1,600.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 ---T--- 1 \$1,600.00  |            |          |                    |                |         |        |                |            |      |
| Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u><br>1 8 Th 10/18/12 5:16 PM Fox 8 News at 5pm 5-530p :30 USPRTV21ACH \$1,600.00 NM |            |          |                    |                |         |        |                |            |      |

## INVOICE



Send Payment To:

**WGHP**  
**P.O. Box 534701**  
**Atlanta, GA 30353-4701**

www.myfox8.com

| Invoice #           | Invoice Date        | Invoice Month   | Invoice Period      |
|---------------------|---------------------|-----------------|---------------------|
| 573117-1            | 10/22/12            | October 2012    | 10/01/12 - 10/22/12 |
| Advertiser          | Product             | Estimate Number |                     |
| American Crossroads | American Crossroads | 693             |                     |

| Line               | Start Date        | End Date        | Description             | Start/End Time          | MTWTFSS               | Length        | Spots/<br>Week | Rate                  | Type        |
|--------------------|-------------------|-----------------|-------------------------|-------------------------|-----------------------|---------------|----------------|-----------------------|-------------|
| 14                 | 10/18/12          | 10/18/12        | Fox 8 Early News 530-6P | 530-6p                  | ---T---               | :30           | 1              | \$1,600.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | ---T---                 | 1                       | \$1,600.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | Th                | 10/18/12        | 5:41 PM                 | Fox 8 Early News 530-6P | 530-6p                | :30           | USPRTV21ACH    | \$1,600.00            | NM          |
| 15                 | 10/16/12          | 10/16/12        | Fox 8 News at 6pm       | 6-630p                  | -T-----               | :30           | 1              | \$2,300.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | -T-----                 | 1                       | \$2,300.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | Tu                | 10/16/12        | 6:17 PM                 | Fox 8 News at 6pm       | 6-630p                | :30           | USPRTV21ACH    | \$2,300.00            | NM          |
| 16                 | 10/22/12          | 10/22/12        | Fox 8 News at 6pm       | 6-630p                  | M-----                | :30           | 1              | \$2,300.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/22/12          | 10/28/12        | M-----                  | 1                       | \$2,300.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | M                 | 10/22/12        | 6:16 PM                 | Fox 8 News at 6pm       | 6-630p                | :30           | USPRTV21ACH    | \$2,300.00            | NM          |
| 17                 | 10/20/12          | 10/20/12        | ACC Football            | 1215p-345p              | -----S-               | :30           | 1              | \$1,100.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | -----S-                 | 1                       | \$1,100.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | Sa                | 10/20/12        | 2:50 PM                 | ACC Football            | 1215p-345p            | :30           | USPRTV21ACH    | \$1,100.00            | NM          |
| 18                 | 10/21/12          | 10/21/12        | FOX News Sunday         | 9-10a                   | -----S                | :30           | 1              | \$200.00              | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | -----S                  | 1                       | \$200.00              |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | Su                | 10/21/12        | 9:33 AM                 | FOX News Sunday         | 9-10a                 | :30           | USPRTV21ACH    | \$200.00              | NM          |
| 19                 | 10/17/12          | 10/17/12        | Late News M-F           | 10-11p                  | --W----               | :30           | 1              | \$2,500.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | --W----                 | 1                       | \$2,500.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | W                 | 10/17/12        | 11:35 PM                | Late News M-F           | 10-11p                | :30           | USPRTV21ACH    | \$2,500.00            | NM          |
| 20                 | 10/19/12          | 10/19/12        | Late News M-F           | 10-11p                  | ----F--               | :30           | 1              | \$2,500.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | ----F--                 | 1                       | \$2,500.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | F                 | 10/19/12        |                         | Late News M-F           | 10-11p                | :00           |                | <del>\$2,500.00</del> | NM          |
|                    |                   |                 |                         | Credited                |                       |               |                |                       |             |
| 21                 | 10/21/12          | 10/21/12        | FOX NFL Pregame         | 12p-1p                  | -----S                | :30           | 1              | \$700.00              | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | -----S                  | 1                       | \$700.00              |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | Su                | 10/21/12        | 12:39 PM                | FOX NFL Pregame         | 12p-1p                | :30           | USPRTV21ACH    | \$700.00              | NM          |

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| Invoice #           | Invoice Date        | Invoice Month   | Invoice Period      |
|---------------------|---------------------|-----------------|---------------------|
| 573117-1            | 10/22/12            | October 2012    | 10/01/12 - 10/22/12 |
| Advertiser          | Product             | Estimate Number |                     |
| American Crossroads | American Crossroads | 693             |                     |

| Line               | Start Date        | End Date        | Description             | Start/End Time          | MTWTFSS               | Length        | Spots/<br>Week | Rate                  | Type        |
|--------------------|-------------------|-----------------|-------------------------|-------------------------|-----------------------|---------------|----------------|-----------------------|-------------|
| 22                 | 10/16/12          | 10/19/12        | Noon News               | 12-1230p                | --WTF--               | :30           | 1              | \$140.00              | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | --WTF--                 | 1                       | \$140.00              |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | F                 | 10/19/12        | 12:28 PM                | Noon News               | 12-1230p              | :30           | USPRTV21ACH    | \$140.00              | NM          |
| 23                 | 10/18/12          | 10/19/12        | Fox 8 News After Sports | 11p-12a                 | ---TF--               | :30           | 1              | \$1,000.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/15/12          | 10/21/12        | ---TF--                 | 1                       | \$1,000.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | Th                | 10/18/12        |                         | Fox 8 News After Sports | 11p-12a               | :00           |                | <del>\$1,000.00</del> | NM          |
|                    | Credited          |                 |                         |                         |                       |               |                |                       |             |
| 24                 | 10/22/12          | 10/22/12        | Fox 8 News After Sports | 1030-1130p              | M-----                | :30           | 1              | \$1,000.00            | NM          |
| Weeks:             | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>          | <u>Spots/Week</u>       | <u>Rate</u>           |               |                |                       |             |
|                    | 10/22/12          | 10/28/12        | M-----                  | 1                       | \$1,000.00            |               |                |                       |             |
| <u>Spots: # Ch</u> | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>         | <u>Description</u>      | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u>           | <u>Type</u> |
| 1 8                | M                 | 10/22/12        |                         | Fox 8 News After Sports | 1030-1130p            | :00           |                | <del>\$1,000.00</del> | NM          |
|                    | Unresolved        |                 |                         |                         |                       |               |                |                       |             |

Total Spots 21 Gross Total \$20,500.00

## Payment Terms 30 Days

Agency Commission \$3,075.00

Net Amount Due \$17,425.00



**CROSSROADS MEDIA, LLC**  
MEDIA ACCOUNT  
66 CANAL CENTER PLAZA  
SUITE 500  
ALEXANDRIA, VA 22314



68-525/560

VIRGINIA COMMERCE BANK  
ALEXANDRIA,  
VA

33063

10/12/2012

PAY TO THE  
ORDER OF **WGHP-TV**

\$ \*\*19,490.50

Nineteen Thousand Four Hundred Ninety and 50/100\*\*\*\*\*

DOLLARS

WGHP-TV  
2005 Francis Street  
High Point, NC 27263

TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

AmerCross NC Pres 10/16-10/22/12

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈033063⑈ ⑆056005253⑆

⑈2006 3288⑈

CROSSROADS MEDIA, LLC  
MEDIA ACCOUNT  
WGHP-TV

AmerCross NC Pres 10/16-10/22/12

10/12/2012

33063  
19,490.50

Media Account

AmerCross NC Pres 10/16-10/22/12

19,490.50